Angela McPherson

SENIOR MARKETING MANAGER
MULTI-LOCATION MARKETING & GROWTH

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Marketing leader with 20+ years of experience developing and executing integrated marketing programs across healthcare, technology and consumer-facing businesses. Experienced in supporting marketing across more than 80 locations, managing multiple brands and building programs that drive awareness, customer acquisition and engagement. Hands-on expertise across paid media, SEO, websites, email marketing, automation and performance optimization. Skilled at balancing organization-wide marketing priorities with local market needs, collaborating with stakeholders and translating strategy into measurable execution.

Experience

Salient Health | Marketing Manager | 2025 - Present

Lead integrated marketing for a healthcare analytics company, managing brand positioning, digital campaigns, content development and sales enablement. Plan and execute multi-channel programs across email, digital content, events and targeted outreach, reaching more than 5,500 healthcare decision makers. Partner with internal stakeholders to align marketing initiatives with business priorities, develop campaign assets and support ongoing engagement. Manage marketing execution from planning through launch, monitoring performance and identifying opportunities to improve results.

The XK3 Agency | Vice President, Marketing, Contract | 2020 - 2026

Led integrated digital marketing programs for multiple client businesses, managing campaign strategy, execution and optimization across paid search, paid social, SEO, email and digital channels. Worked with clients to identify growth priorities, improve customer and prospect engagement and allocate marketing budgets based on performance. Developed HubSpot automation and email nurture programs to support ongoing engagement and follow-up. Managed competing client priorities while maintaining consistent execution and measurable campaign performance.

Celerion, Inc. | Director, Digital Marketing | 2023 - 2025

Led digital marketing and website modernization for a global clinical research organization, overseeing paid search, organic search, website strategy and digital performance. Reduced Google Ads cost per click by 35% and increased organic engaged sessions by 69% month over month through campaign optimization and website improvements. Developed search visibility strategies across traditional and AI-powered search, using performance data to identify opportunities, improve digital experiences and guide marketing investments.

Waterfield Tech | Senior Demand Generation Manager | 2020 - 2023

Owned demand generation for enterprise contact center and customer experience software, building campaigns across paid media, account-based marketing, email, content, search and events. Partnered with sales, product marketing and solutions teams to address the priorities of IT, customer experience and operations buyers. Connected campaign planning with lead acquisition and pipeline goals.

Foster Caviness | Digital Marketing Manager | 2020

Managed digital marketing across the company's website, social media, recruitment and direct-to-consumer channels. Developed customer-facing digital programs to strengthen brand visibility, expand market reach and support sales growth. Coordinated website content and digital communications to help customers discover products and services while supporting recruitment marketing initiatives. Balanced multiple marketing priorities and audiences through hands-on campaign execution.

ALG Senior | Manager, Digital Communications & Online Strategy | 2018 - 2020

Managed digital marketing and communications supporting more than 80 senior living communities across multiple brands and markets. Led paid search, lead generation, social media and website initiatives to strengthen individual community visibility and engagement with prospective residents and families. Balanced organization-wide brand consistency with local marketing needs, coordinating agency partners and collaborating with stakeholders to support campaign execution across the portfolio.

Selected Consulting Experience

AM Digital Studio | Founder | 2008 - 2025

Founded and operated a marketing consultancy serving more than 80 businesses, partnering directly with owners and leadership teams to develop brand strategies, launch websites and execute digital marketing programs. Managed multiple client engagements, creative and technical partners and marketing projects from initial planning through implementation. Provided hands-on support across digital marketing, website development, campaign strategy and marketing automation, helping businesses improve their marketing capabilities and digital presence.

Education

Bachelor of Science, Business Marketing | Liberty University

Certifications

Data Integration Expert | September 2026

Certified GURU Email Specialist | June 2025

Smartsheet Certification | February 2025

Certified Optimization & Testing Specialist | June 2022

HubSpot Digital Marketing Certification | March 2022

Core Competencies

Multi-Location Marketing • Integrated Marketing Strategy • Customer Acquisition & Engagement • Digital Marketing Management • Lead Generation • Paid Search & Paid Social • SEO & Search Visibility • Website Strategy & Conversion Optimization • Email Marketing & Automation • Brand Management • Campaign Planning & Execution • Marketing Analytics & Performance Optimization • Cross-Functional Collaboration • Agency & Vendor Management • Marketing Technology

Marketing Technology Proficiencies

HubSpot • Salesforce • Pardot • Google Analytics 4 (GA4) • Google Ads • Google Search Console • LinkedIn Campaign Manager • Meta Ads Manager • SEMrush • Looker Studio • WordPress • Adobe Creative Suite • Canva • Microsoft Excel • Smartsheet • Zapier • Make • n8n • ChatGPT • Claude • Perplexity